

Change.Transform.Thrive.

Our DE&I behavior change program drives greater impact and engagement while minimizing disruption for employees.



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Introduction

Everybody wants to do better. That's why companies invest vast resources in training programs that are designed to create a more inclusive and welcoming workplace culture. But DE&I initiatives can only do so much. To break unconscious bias more is needed.

- Want to truly reap the benefits of your DE&I initiatives?
- In search of a program that empowers managers and employees alike?
- Break bias and bad habits for a more welcoming and inclusive workplace?
- Increase productivity, retention and engagement by creating a meaningful and lasting behavior change?

An inclusive workplace requires more than investing in DE&I initiatives. The real challenge lies in inspiring genuine behavior change. Let's face this challenge together.

“ We believe everyone has the potential to change for the better and make a positive impact in their workplace. We also understand that managers often lack the time and skills to cultivate lasting behavior change among their employees. That's where My New Behavior comes in.”

Anthonie Wurth
Founder My New Behavior



- ✓ Allows employees to participate at their own pace without disrupting their work.
- ✓ User-friendly dashboard provides managers with crucial insights and actionable data.
- ✓ Based on a scientifically proven methodology.
- ✓ Increase productivity, retention and engagement through lasting and meaningful behavior change.

Our DE&I program can have a positive effect on:

80%

Improved Job performance

35%

Better financial returns

57%

Better employee retention

85%

Improved bottom line

DE&I Program

The DE&I behavior program is designed to promote behavior change through three phases: the Foundation phase, which provides focus; the Engagement phase, which supports commitment; and the Sustainment phase, which ensures application. The program offers a comprehensive approach to learning, using videos to provide participants with a deep understanding of the process. It also includes short video materials to guide employees through the details and worksheets at each step of the change process.

Self-paced Solution

The self-paced program allows each employee to complete the DE&I behavior change program at their own pace without disrupting their work. The program focuses on building capacity for behavior change rather than the transfer of knowledge. Worksheets and short videos inspire and guide employees to control their own change process.

Reinforcement

In addition to the sustainment phase, the program initiates a specialized DE&I reinforcement program via social media. For nine weeks, participants will receive behavior change challenging questions from a dedicated reinforcement manager to encourage progress. The program tracks progress and automatically converts it into actionable management insights, which are displayed on a dashboard for easy monitoring and support.

Suitable for

This DE&I program is suitable for employees at all levels, regardless of their experience or DE&I goals.



The DE&I program is designed to guide participants through a comprehensive, step-by-step process of behavioral change, consisting of three distinct phases:

1. Foundation (preparation)

2. Engagement (commitment)

3. Sustainment (application)

The program is composed of different elements, learnings, and challenges in each consecutive phase. It starts with an educational component on behavioral change, which includes its definition, requirements, and time commitment, through a series of short videos. Anthonie Wurth, a former Olympic Judo athlete and leading behavioral change expert, uses his personal Olympic experience as a powerful metaphor to inspire and explain the concepts to participants through his videos.

The program consists of 38 videos, which participants can learn at their own pace while receiving live insights into their progress. The program is designed to be easy to understand and follow, offering a clear roadmap for success. Each participant completes seven modules, each with a recognizable structure. Each module includes an introduction, an inspirational Olympic Games example, an explanation of the worksheet, an actionable worksheet that can be saved to add ideas or make changes at a later time, a video discussing pitfalls and tips for completing the worksheet, and a Sensei Wisdom video.

Dashboard

Managers can access our user-friendly dashboard, providing crucial insights into process tracking and results such as confidence levels, tangible effects, change environment, individual or collective achievements and the challenges employees encounter during their behavior change process. Clear and concise charts enable managers to swiftly evaluate outcomes at both the individual and focus group levels. Through our well-designed series of open-field questions related to the behavior change process, the dashboard displays valuable data that helps managers gain even better insights into the behavior change process of the participants. Based on the organization's setup, managers receive the appropriate permissions. Personalized filters enable the creation of focus groups, while live data allows for swift and effective interventions.

Methodology

Scientific research and practical experience accumulated over the last two decades have revealed that establishing a new behavior pattern requires a minimum of 22 repetitions. On average, it takes about 66 days for the behavior to become a routine. This DE&I program acknowledges that effective and meaningful behavior change is a process that involves three distinct phases. The first phase, known as the Foundation Phase, focuses on establishing a solid foundation to identify focus areas and potential obstacles.

The second phase, the Engagement Phase, requires a real commitment from individuals, taking into account the complexity of the change, the time it will take to implement, and the impact it will have on their lifestyle. Only after a clear focus and strong commitment are established participants progress to the Sustainment Phase, where they build daily or weekly routines that result in lasting behavioral changes. The effectiveness of this unique behavior change method is demonstrated by feedback from participants in over 100 countries over the last 20 years.



Behavior Change Model

Translated into 45 languages and used in over 100 countries worldwide, making it one of the most sought-after methods in the field.



Pricing

DE&I program Licenses

Micro	Small	Medium	Large	Corporate	Enterprise
\$359	\$325	\$279	\$259	\$215	\$179
Per license <100	Per license 101-500	Per license 501-1500	Per license 1501-2500	Per license 2501-5000	Per license >5001
<ul style="list-style-type: none"> ✓ Personal account with dashboard ✓ 9-week reinforcement program ✓ Discount: No ✓ Free reporting modules: None 	<ul style="list-style-type: none"> ✓ Personal account with dashboard ✓ 9-week reinforcement program ✓ Discount: 10% ✓ Free reporting modules: 1x Business for a year 	<ul style="list-style-type: none"> ✓ Personal account with dashboard ✓ 9-week reinforcement program ✓ Discount: 20% ✓ Free reporting modules: 2x Business for a year 	<ul style="list-style-type: none"> ✓ Personal account with dashboard ✓ 9-week reinforcement program ✓ Discount: 30% ✓ Free reporting modules: 5x Business for a year 	<ul style="list-style-type: none"> ✓ Personal account with dashboard ✓ 9-week reinforcement program ✓ Discount: 40% ✓ Free reporting modules: 5x Business for a year 	<ul style="list-style-type: none"> ✓ Personal account with dashboard ✓ 9-week reinforcement program ✓ Discount: 50% ✓ Free reporting modules: 10x Business for a year
Purchase licenses	Purchase licenses	Purchase licenses	Purchase licenses	Purchase licenses	Purchase licenses

*Tier levels and pricing are based on order size and not cumulative. All prices are in US\$ per license.

Reporting Modules

Free	Standard	Business
\$0	\$49 / month	\$99 / month
	Annual payment 20% discount	Annual payment 20% discount
<ul style="list-style-type: none"> ✓ User invite: single + bulk ✓ Progress tracking ✗ Results knowledge Quiz ✗ Change Process Results ✗ Reinforcement Results ✓ Standard reports ✗ Custom reports* ✗ Downloadable reports 	<ul style="list-style-type: none"> ✓ User invite: single + bulk ✓ Progress tracking ✓ Results knowledge Quiz ✗ Change Process Results (Free trial 14 days) ✗ Reinforcement Results (Free trial 14 days) ✓ Standard reports ✗ Custom reports* ✗ Downloadable reports 	<ul style="list-style-type: none"> ✓ User invite: single + bulk ✓ Progress tracking ✓ Results knowledge Quiz ✓ Change Process Results ✓ Reinforcement Results ✓ Standard reports ✓ Custom reports* ✓ Downloadable reports
Purchase	Purchase	Purchase

*Custom reports

With the Standard Query, managers can filter their data on four topics, including Function, Region, Years of Experience, and Gender. For greater flexibility and customization, the Custom Query option allows managers to filter their data on an unlimited number of topics to create focus groups tailored to their specific needs.

Tailored Solutions for Your Organization

Request a quote for specific requests, such as a customized behavior change program, additional reinforcement, branding, or analysis by our consultants, as well as tailored reporting or presentations for your organization.

Insights for Managers using Professional Dashboards

A subscription for a professional dashboard allows managers to analyze real-time data about their team's DE&I initiatives.

1. **Confidence level to change behavior:** Do employees feel confident in their ability to change their behavior to be more inclusive or are they unsure if they can change their behavior, but are willing to try. And why?
2. **Current effects of DE&I initiatives:** Are there positive effects on their attitudes and behaviors towards DE&I? or no change or even a negative effect? And why?
3. **The behavior change environment:** Is the environment supportive to change their behavior, do employee feel comfortable expressing their opinions on DE&I issues within the team? If not, what should change?
4. **Measurable achievements:** Implementing of new ways of working, changed their behavior based on unconscious bias, understanding through listening, but also measurable change like for example the team has achieved a 10% increase in customer satisfaction ratings through a more inclusive approach.
5. **The difficulties that employees encounter:** Lack of understanding of DE&I issues as a difficulty, resistance from some team members as a difficulty or lack of resources as a difficulty.
6. **Results:** Achievements of each employee towards personal behavior change goals, implementation of new habits and routines, and identify areas for improvement.

By using a Professional dashboard to gain these valuable insights, managers can develop effective strategies to promote DE&I and build a more inclusive work culture.



FAQ

We understand that you may have questions regarding behavior change.

We invite you to browse through our top 10 frequently asked questions for guidance.

If you are unable to find the information you seek, please don't hesitate to use the open field section to submit your inquiry.

1. What is behavior change?

Behavior change is the process of intentionally modifying a behavior to achieve a desired outcome. It involves identifying the behavior, setting goals, defining habits, and consistently taking action to work with routines to achieve the desired outcome.

2. Why is behavior change important in DE&I efforts?

Behavior change is important in DE&I efforts because it helps individuals and organizations create a more inclusive culture. By changing behaviors that may be discriminatory or exclusionary, we can create a welcoming workplace that values diversity and promotes equality.

3. How long does it take to change a behavior?

It takes an average of 66 days or just over 9 weeks to change a behavior, but this can vary depending on the individual, the type of behavior that requires change, and other factors.

4. What are some common challenges when trying to change behavior?

Some common challenges when trying to change behavior include lack of motivation, difficulty in breaking old habits, lack of support, and fear of failure. All these challenges are addressed in our DE&I program.

5. How can I stay motivated during the behavior change process?

Staying motivated during the behavior change process involves setting achievable goals, celebrating small wins, and finding support from others. Working with daily and weekly routines and your routine tracker guarantees success. Our unique reinforcement program is a key element in achieving this success.

6. How can I measure my progress during behavior change?

Measuring progress during behavior change involves setting clear benchmarks, tracking progress regularly, and challenge yourself while answering provoking questions from your reinforcement program.

7. What are some effective strategies for behavior change?

Effective strategies for behavior change include honoring the three phases Foundation, Engagement and Sustainment. Among these phases work with Goals, Levels and Habits. Check your commitment on impact, complexity, and length of time for change (The Engagement Pyramid).

8. What is the role of management in developing behavior change and DE&I efforts?

Leadership plays a critical role in promoting behavior change and DE&I efforts by setting the tone for the organization and providing resources and support for the change process. Each manager has access to a user-friendly behavior change dashboard to track and gain insights in the process of change.

9. How can I create a culture of inclusivity and promote behavior change in my organization?

Creating a culture of inclusivity involves promoting open communication, encouraging diversity and empathy, providing a self-paced behavior change program to guarantee a uniform behavior change process and resources, and consistently modeling desired behaviors.

10. How can the DE&I program help me change my behavior and promote inclusivity in my workplace?

The DE&I program provides a comprehensive step-by-step process for behavior change and promotes inclusivity in the workplace through education, inspiration, and reinforcement. It provides personalized support and guidance to help individuals and organizations achieve their goals.

